

**ABSTRACT OF THE DISCLOSURE**

A technique for storing web site data in a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions, and storing a plurality of web site templates in a web site template storage, each of the web site templates including a set of characteristics for one or more of the plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of the web site data stored in the storage corresponding to the dimension.

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